

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Buy One Pack Get One Free

Field Dates: October 10 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring one free pack with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer trial. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

•These product deals will be preassembled at PreCon. This promotion will have four packings and will require hand stamping (allowance provided). This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Richmond
Baltimore
Washington
Jacksonville

Region 3

Jackson
Lake Charles
Memphis
New Orleans
St. Louis

Region 4

Chicago
Peoria
Milwaukee

Region 5

Hawaii

☐ Acct. Specific

☐ Carton

☒ Pack

Suggested CPW

Suggested CPW

☐ Afro American

☐ Conv

☐ Drug Stores

☐ Grocery

☐ Hotel/Cigar

☐ Liquor

☐ Mega (800 CPW+)

☐ Supermarkets

☐ Asian

☐ Conv. Gas

☐ Gas

☐ Hispanic

☐ Indian (Tax Exempt)

☐ Mass Merch.

☐ Other

Military Participation: ☐ Yes ☒ No

Military Display Quantity: _____

PRECON ASSEMBLY: ☒ Yes ☐ No

SLEEVED ☐ BANDED ☒

Participating Brand Styles: ☐ Family (S/R Discretion) ☒ Packing Specific

Sleeve UPC #s:

FF KS M 633J LT 100 M 628J

85s: _____

100s: _____

FF 100 M 634J

85s: _____

100s: _____

LT KS M 626BJ

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☒ 6M ☐ 12M

Product 85s: 17.8" X 11.8" X 11.3"

Weight:

Tie:

High:

Case Cube 100s: 20.8" X 11.8" X 11.3"

Soft 85s: 16 lbs.

85s: _____

85s: _____

Dimensions: 85s: _____

100s: 20.5 lbs.

100s: _____

100s: _____

100s: _____

Box

85s: _____

85s: _____

85s: _____

100s: _____

100s: _____

100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☒ Yes ☐ No 10¢ per carton

Off Invoice: ☒ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: from 9/7/94 through 11/7/94

Product Delivery Dates: from 10/3/94 through 11/30/94

2060176093

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Buy Two Packs Get One Free

Field Dates: October 17 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring two free packs with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer trial. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

These product deals will be preassembled at PreCon. This promotion will have four packings and will require hand stamping (allowance provided). This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Atlanta
Baltimore
Birmingham
Columbia
Pensacola
Raleigh
Richmond
Savannah
Washington
Charlotte
Greenville
Jacksonville

Region 3

Jackson
Lake Charles
Memphis
New Orleans
St. Louis

Region 4

Chicago
Cleveland
Detroit
Pittsburgh
Grand Rapids
Peoria
Saginaw
Toledo
Milwaukee

Region 5

Hawaii

☐ Acct. Specific

☐ Carton

☒ Pack

Suggested CPW

Suggested CPW

☐ Afro American

☐ Conv

☐ Drug Stores

☐ Grocery

☐ Hotel/Cigar

☐ Liquor

☐ Mega (800 CPW+)

☐ Supermarkets

☐ Asian

☐ Conv Gas

☐ Gas

☐ Hispanic

☐ Indian (Tax Exempt)

☐ Mass Merch

☐ Other

Military Participation: ☐ Yes ☒ No

Military Display Quantity: _____

PRECON ASSEMBLY: ☒ Yes ☐ No

SLEEVED ☒ BANDED ☐

Participating Brand Styles: ☐ Family (S/R Discretion) ☒ Packing Specific

Sleeve UPC #s:

FF KS M 633B LT 100 M 628B

85s: 0-28200-19147-2

FF 100 M 634B

100s: 0-28200-19153-3

LT KS M 626B

85s:

100s:

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☒ 6M ☐ 12M

Product 85s: 17.8" X 11.8" X 11.3"

Case Cube 100s: 20.8" X 11.8" X 11.3"

Dimensions: 85s:

100s:

Weight:

Soft 85s: 16 lbs.

100s: 20.5 lbs.

Box 85s:

100s:

Tie:

85s:

100s:

85s:

100s:

High:

85s:

100s:

85s:

100s:

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☒ Yes ☐ No 15¢ per carton

Off Invoice: ☒ Yes ☐ No

Hand Stamping: ☒ Yes ☐ No 15¢ per carton

Off Invoice: ☒ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: from 9/7/94 through 11/7/94

Product Delivery Dates: from 10/3/94 through 11/30/94

2060176094

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Free lighter with one pack purchase

Field Dates: October 10 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring a Free Basic lighter with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer awareness. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

Please Note: This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account. This promotion will shipped to distributors in flat/bulk quantities. Lighters will be boxed separately in 100s.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Atlanta
Baltimore
Birmingham
Columbia
Pensacola
Raleigh
Richmond
Savannah

Washington
Charlotte
Greenville
Jacksonville

Region 3

Jackson
Lake Charles
Memphis
New Orleans
St. Louis

Region 4

Chicago
Cleveland
Detroit
Pittsburgh
Grand Rapids
Peoria
Saginaw
Toledo
Milwaukee

Region 5

Hawaii

☒ Acct. Specific

☐ Carton

☒ Pack

Suggested CPW

Suggested CPW

☐ Afro American ☐ Conv ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☐ Mega (800 CPW+) ☐ Supermarkets
☐ Asian ☐ Conv Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch ☐ Other

Military Participation: ☐ Yes ☒ No

Military Display Quantity: _____

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☐ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

85s: no Promo UPCs

100s: _____

85s: _____

100s: _____

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☐ 6M ☐ 12M

Weight:

Tie:

High:

Product	85s: _____	Soft	85s: _____	85s: _____	85s: _____
Case Cube	100s: _____	100s: _____	100s: _____	100s: _____	100s: _____
Dimensions:	85s: _____	Box	85s: _____	85s: _____	85s: _____
	100s: _____	100s: _____	100s: _____	100s: _____	100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

2060176095